

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices
May 17, 2010
8 AM**

MINUTES

Present: Frank McNabb (Chair), Alexinia Baldwin, Dennis Heffley, Jim Hintz,
Steve Rhodes

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:00 am.

2. Approval of Minutes from March 15, 2010 and April 12, 2010

Steve Rhodes made a motion to approve the minutes of March 15 and April 12.
Dennis Heffley seconded the motion. The minutes were approved unanimously.

3. Follow-up on Outreach

Cynthia van Zelm said the last sticker about the Partnership had appeared on the ReminderNews front page.

The Committee discussed the upcoming presence by the Partnership at UConn's Alumni Weekend. Mr. McNabb presented a draft of a survey on Storrs Center housing that could be included in every packet. Ms. van Zelm said she would follow-up with Monica Quigley at LeylandAlliance on the survey to see what is appropriate with respect to timing. Jim Hintz suggested a target timeline for the housing be included on the survey or flyer. He also noted that the former survey on housing that Leyland sent a few months ago could be used as follow-up for a future survey through UConn alumni.

Ms. van Zelm said she would send the Frequently Asked Questions to Partnership members who were staffing the tables (*done*).

Ms. van Zelm said she will work with Kathleen Paterson to get 25 additional business letters out.

Mr. McNabb suggested that the Partnership have a periodic time table at the Mansfield Community Center that is staffed to talk to people about the Partnership and encourage members. Ms. van Zelm will talk to Curt Vincente, the Director of Parks and Recreation.

Mr. McNabb asked what is included to students about the Partnership? Mr. Hintz said that information about the *Festival on the Green* is included in the off-campus student packets.

Mr. Rhodes said there is a lot of information sent electronically to students.

Mr. Heffley asked about providing information to the Lions Club. Ms. van Zelm will talk to Betsy Treiber who is part of the Lions Club (*done – Partnership will have a table at Lions' fall festival on September 26*).

Mr. McNabb asked if larger corporations would be interested in supporting the Partnership i.e., Pratt & Whitney, Aetna? Alexinia Baldwin thought it was a good idea. **Mr. McNabb will follow-up with a few contacts.** Mr. McNabb also asked whether current contractors can be members. **Ms. van Zelm will follow-up with Partnership attorney Lee Cole-Chu.**

Mr. McNabb said he would like to have more Committee members. **Ms. van Zelm will follow-up with the UConn students who expressed interest and with Bruce Clouette who is coming back on the Board of Directors.**

With the announcement of President Hogan's leaving UConn, there was discussion of where a link to the Partnership could appear at UConn (it is now on the President's blog). Ms. Baldwin said the location needs to "carry some weight." **Mr. Heffley suggested the Foundation or Alumni Association. Mr. Rhodes will follow-up.**

4. Membership Renewal Drive Update

Mr. McNabb said the Partnership currently has 328 members for a total of \$19,189 in membership dues.

Ms. van Zelm asked Committee members to please follow-up with list of non-renewals and report back at the next meeting.

5. Next Meeting

The Committee agreed to meet on Monday, June 21 at 8 am in the Partnership office.

Mr. McNabb said the Committee will not meet in July.

6. Adjourn

Ms. Baldwin made a motion to adjourn. Mr. Rhodes seconded the motion. The motion was approved unanimously and the meeting adjourned at 8:45 am.

Minutes taken by Cynthia van Zelm.